

PHILIP MORRIS U.S.A.

**INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017**

TO: Frank Alfieri

DATE: November 23, 1994

FROM: Maria Cohen

SUBJECT: Parliament Party Zone Program

The following outlines the 1995 Parliament Party Zone Winter Program in the Northeast, which will create high brand visibility, encourage product trial purchase, and develop a promotional tie-in that is positive for both the retailer and Parliament. It will also generate names for the data base.

Detailed Information is as follows:

Program Elements Produce Parliament Parties at clubs and bars located near popular skiing facilities. Some will be daytime venues focusing on happy hour ski lodge activity and others will be better suited to nighttime promotions.

Time Frame: Jan. 20-Feb. 19, 1995

Location Hunter Mountain, N.Y.
Northern Vermont (Stowe & Sugarbush)
Southern Vermont (Killington & Snow)

Venues: See Attached Schedule

On Site Activities:

- Trial/Sampling
- Surveying
- Wristbands Distributed by the Parliament Party Patrol to distinguish those consumers who have been sampled and completed a survey.
- Band/DJ Sponsorship: Parliament will sponsor bands or single/duo acts and will provide (or sponsor) a DJ/MC to oversee promotional activities.

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-Games/Contests: Contests that take place during band/DJ breaks and include those patrons with the Parliament laminate. Parliament merchandise , concert tickets, etc. are given away to contest winners. Contests include:

-Limbo	-Musical Chairs
-Dance	-"Create a Beach"
-Trivia	_"Lei Madness"
-"Let's Make a Deal"	- "Name That Tune"
-Musical Top Ten	- "Party Time"

Parliament Vehicles: Party Patrol will extend visibility by traveling throughout the markets in Parliament Ford Explorers. Vehicles will be present at all promotions.

Polaroids: Consumer candid shots given away with Parliament customized photo jackets.

Sweepstakes: to be determined

Signage:

Program themed banners will be placed at entranceway(s) & throughout the different clubs' interior;

Parliament bar items including cups, coasters, ashtrays, napkins, message boards, and bar organizers will be provided to Clubs.

Miscellaneous :

A 20-foot Parliament Party Zone inflatable is available to be placed at the entrance to clubs. This impressive arch will let customers know they are entering the Party Zone.(depending on weather condition)
The Party Patrol will distribute posters and flyers throughout all markets, advertising Party Zone locations.

GMR will be our outside consultant running our program. Their contact is Caroline Petty, Chris Pitney, and Pam Sturchio
Tel: 414-786-5600

PM contact:
Maria Cohen, Program Adm.
tel: 212-878-2057

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cc: I Broeman
E. Moore
S. Rafferty

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